

## Our Values

**Dignity** – we treat all people in a way that is respectful of their diversity and as valued individuals.

**Compassion** – in our interactions with people, we strive to be kind and empathic.

**Optimism** – the unwavering belief in the positive potential inherent in people and society.

## Service Principles

- ◆ We are a community based, non-government organisation run by and for women.
- ◆ We are a public benevolent institution providing a direct service to disadvantaged women.
- ◆ We focus on prevention and early intervention.
- ◆ We work in partnership with other agencies.
- ◆ We are accessible to all women.
- ◆ We strive to maintain ethical standards in all our activities.
- ◆ We are committed to best practice.
- ◆ Our work environment reflects our

## Our Objects

We provide a unique, holistic women-centred preventative and treatment approach to health and well-being to empower women and children from all cultures to make informed choices throughout their lives.

We achieve this by:

- ◆ Providing a trauma specialist service with a variety of approaches.
- ◆ Educating women and children.
- ◆ Providing a safe place for women and children to access services.
- ◆ Advocating for and supporting women from a feminist perspective.

Our early intervention, prevention and treatment approaches assist with reducing future health costs by addressing the many underlying issues that lead to adverse mental and physical health conditions if not treated appropriately.

Call us to find out  
how we can help you!

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Bathurst

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# Strategic Plan

1 July 2016

through to

June 2019



### ***Goal 1***

Provide quality services that are responsive to community needs.

#### ***Strategies***

1. Ensure services reflect the National & State Health Priorities for Women.
2. Identify changing community needs.
3. Evaluate services for continuous improvement.

### ***Goal 2***

Increase our long term sustainability by developing diverse sources of funding.

#### ***Strategies***

1. Identify sources of government, corporate and philanthropic funding.
2. Develop a strategy to approach the corporate and private sector for funds.
3. Identify service providers and other organisations which would enable us to broaden our services.

### ***Goal 3***

Strengthen and maintain community awareness of the Centre and the services provided.

#### ***Strategies***

1. Maintain our profile by ensuring information is disseminated internally and externally to all key stakeholders.
2. Maintain our online and social media strategy to promote the Centre and its activities in order to engage with the broader community.
3. Lobby government to ensure equity and availability of funding.
4. Develop a cultural diversity strategy to make service more inclusive and promote awareness of the Centre, its services and topical issues.
5. Develop a strategy for working collaboratively and forming partnerships and alliances to increase community awareness and share services.

### ***Goal 4***

Strengthen effective governance through leadership, mutual accountability and ethical conduct.

#### ***Strategies***

1. Review and update Strategic Plan for 2016-2019.
2. Review Risk Management Plan to ensure the viability of the Centre.
3. Review Quality Management Plan for continuous improvement.
4. Identify and address training needs of Board.
5. Seek training in proposal writing.